

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Downtown Partnership Offices  
December 7, 2009  
8 AM**

Present: Frank McNabb (Chair), Dennis Heffley, Jim Hintz, Steve Rhodes

Staff: Cynthia van Zelm

**1. Call to Order**

Frank McNabb called the meeting to order at 8:05 am.

**2. Approval of Minutes from November 9, 2009**

Steve Rhodes made a motion to approve the minutes. Dennis Heffley seconded the motion. The minutes were approved unanimously.

**3. Follow-up on Outreach Possibilities**

Mr. McNabb noted that the following initiatives had been completed:

- Renewal letters had gone out
- Windham Hospital StaffLink included an article on the Partnership and Storrs Center, and a membership form
- Newsletters and membership brochures and forms had been delivered to the Lodewick Visitors Center, Student Union and UConn Co-op. Jim Hintz said he can restock the Student Union after the UConn break
- Message and links included on President Hogan's blog

The Committee reviewed two options for stickers to go on the ReminderNews. Mr. Heffley said his preference is for the design that includes the rendering. Committee members agreed. Ms. van Zelm said she will work on an article to go with the sticker. The goal is to do this three times a year (January, March and May).

The Committee discussed a letter soliciting membership to all the businesses in Mansfield. The goal is to get a letter out the week of January 11.

Ms. van Zelm will talk to State Representative Denise Merrill about how to keep the State Legislature up to date on Storrs Center.

Ms. van Zelm said she will follow-up with Patty Richardson at the Mansfield Senior Center about some of the ideas she sent her about reaching seniors and placing an article in Senior Sparks (article was sent to Ms. Richardson).

Ms. van Zelm said the Horizons article had been submitted to Horizons.

Mr. McNabb referenced the Parent Planner publication and asked whether it could be a venue for information. He said it goes to the hospitals and apparently has a circulation of 40,000. Ms. van Zelm said she would check with Kathleen Paterson as she has looked into the publication for advertising the *Festival on the Green*.

Ms. van Zelm will follow-up with Neighbors to see if anything can be printed in its publication.

Ms. van Zelm said she met with Lisa Lewis, Executive Director of the Alumni Association, about outreach and she suggested a few possibilities including information in an e-mail to Husky E-News group which includes about 80,000 alumni, an e-mail through Alumni Leader News which sends e-mail to Alumni Association leaders and volunteers, and participation in Alumni Weekend which is the first weekend in June. Ms. van Zelm said she will work with Ms. K. Paterson in the Partnership office and Board President Philip Lodewick and the Committee on some of these initiatives.

Jim Hintz said that he and Ms. van Zelm met with Christine Wilson, Director of Student Activities at UConn, about the possibility of a student forum/reception to bring more information about the Partnership and Storrs Center to students. They discussed an early February event. Ms. Wilson referenced the need to have a good “ask” of the students. There was discussion of advertising the event in the Current newsletter. Mr. Hintz said that Ms. Wilson would work with what are called the Trustee accounts, i.e., TV station, radio station, student government, to advertise to student leadership.

The Committee also discussed the solicitation for a student representative on the Board of Directors. Mr. Heffley suggested sending the application to the Graduate Student Senate if it had not been done yet. Mr. Hintz said information can be resent to the Graduate Student Senate and the plan is to resend out the application after the January break.

Mr. Heffley said there will be an Economics graduate student reunion the first week in April. Perhaps, a presentation could be given to this group about Storrs Center. Mr. Heffley will look into this and get back to the Committee.

At Mr. McNabb's request, each Committee member took five membership and brochure forms to give to potential members.

Ms. van Zelm said she will continue to work with Ms. K. Paterson on a Facebook page. She said that Ms. Paterson had worked with the Town IT Department to provide a way for us to be on Facebook (*Facebook page is activated*).

The Committee discussed the idea of the poster that might be posted at locations at UConn. Mr. Hintz said the poster does need to be approved.

**4. Membership Renewal Drive Update**

Ms. van Zelm passed out the list of members who had not renewed their membership yet. She said a second renewal letter will go out after the holidays. Mr. Rhodes suggested that individual letters be personalized with a note and they would be signed at the next meeting on January 11.

**5. Discussion and Review of Committee Charge Next Meeting**

Committee members suggested adding the following changes to the Committee Charge:

- Add “organizations” to “Encourage individuals and businesses to join the Mansfield Downtown Partnership;
- Delete “Work with the Board of Directors to acquaint new board and committee members with the Partnership’s goals, activities, policies and procedures”
- Add Coordinate publicity and marketing efforts with the Advertising and Promotion Committee
- Add “Critique membership outreach approaches”

**6. Next Meeting**

The Committee agreed to meet on Monday, January 11 at 8 am in the Partnership office.

**7. Adjourn**

The meeting adjourned at 9:05 am.

*Minutes taken by Cynthia van Zelm.*